

ATCENSM Executive MBA

ENTREPRENEURSHIP | MARKETING

Subjects

8 + 3
1 Project

Awarded by

Government University

Duration

15 Months

Funding

HRDF Claimable
KWSP Account 2

Classes

Weekends
(2 Days per subject)

Lecturers

Qualified Business
Practitioners

Value Adds

Visits to companies
ATCEN Leadership Events
Free English E-Learning Program

For more information, please visit:

ATCEN Sdn Bhd

D-5-11, Ritze Perdana Business Center, Jalan PJU 8/2, Damansara Perdana,
47820 Petaling Jaya, Selangor, Malaysia.

+603-7728 2623 | www.atcen.com |
mba@atcen.com



PORTMAN
INTERNATIONAL COLLEGE
THE BUSINESS EDUCATION SPECIALIST

ATCENSM



ATCEN is part of the ATCEN Education Group that consist of organizations related to academic education under PORTMAN College and corporate training and online education under the ATCEN Group of Companies.

This EMBA is awarded by a government university owned by 3 Ministries in Malaysia. It is headquartered in Kuala Lumpur with centres in various parts of Malaysia.

11 Subjects
+ 1 Project Paper

1. Strategic Management-Asian
2. Managerial Economics
3. Managing People in Organizations
4. Marketing Management
5. Accounting and Finance for Managers
6. Leading Team and Change
7. Business Law and Ethics
8. Supply Chain Management

+ Project Paper

8 CORE

For a strategic overview of business works

Entrepreneurship

9. Organization Growth & Financing
10. Entrepreneurship and Innovation
11. International Business

Marketing

9. Strategic Brand Management
10. Customer and Public Relations
11. Global Marketing & E-Commerce

**Admission
Criteria**

- Bachelor's Degree with Honours in relevant field
- Open Entry Qualifications recognized by MOHE, over 30 years old, at least 5 years working Experience
- Other qualifications recognised by the University Senate

**Business
Knowledge**
(MBA + Workshops)



**Business
Network**



**Personal
Success**

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